

CLAIMS AS AMENDED

(Claims 1-87, Canceled)

(Claims 88-193, Canceled)

(Claim 194, Currently Amended)

194. A method ~~according to Claim 131 of Internet billing, comprising:~~  
enabling a user computer to access to a plurality of Internet sites each of which is a  
provider of a product or service for purchase by a user via a cost server at which the  
respective user has established a pre-paid user account in a given authorized amount;  
tracking access of the user to each said Internet provider site and obtaining information  
as to a value amount said user requests to purchase at each said Internet provider site and to  
characteristics of the user's response to at least one activity the user performs on the website;  
and  
generating a debit against the authorized amount of the pre-paid user account  
established at the cost server according to the value amount information obtained in said  
tracking,  
wherein the rate is related to the user generating of a debit includes modifying the  
debit by an awarded credit which is variable based on said tracking of the characteristics of  
the user's response to the at least one activity performed by the user on said Internet provider  
site.

(Claim 195, Currently Amended)

195. A method according to claim 194 ~~432~~ wherein the account is credited with bonus points responsive to the user activity.

(Claim 196, Currently Amended)

196. A method according to Claim 195, wherein the user activity comprises at least one of supplying personal user information, exposure to advertisement, responding to an advertisement, initiating an advertisement or viewing an advertisement initiating a questionnaire.

(Claim 197, Currently Amended)

197. A method according to Claim 195, wherein the bonus points are ~~limited to~~  
awarded based on a specific expenditure by the user.

(Claim 198, Previously Presented)

198. A method according to Claim 197, wherein the expenditure is at least one of  
using a service, receiving a gift or responding to information.

(Claim 199, Previously Presented)

199. A method according to Claim 195, wherein the bonus points are used for at least  
one of an extra service, increased access functionality, increased quality of service or  
increased amount of service.

(Claims 200-202, Canceled)